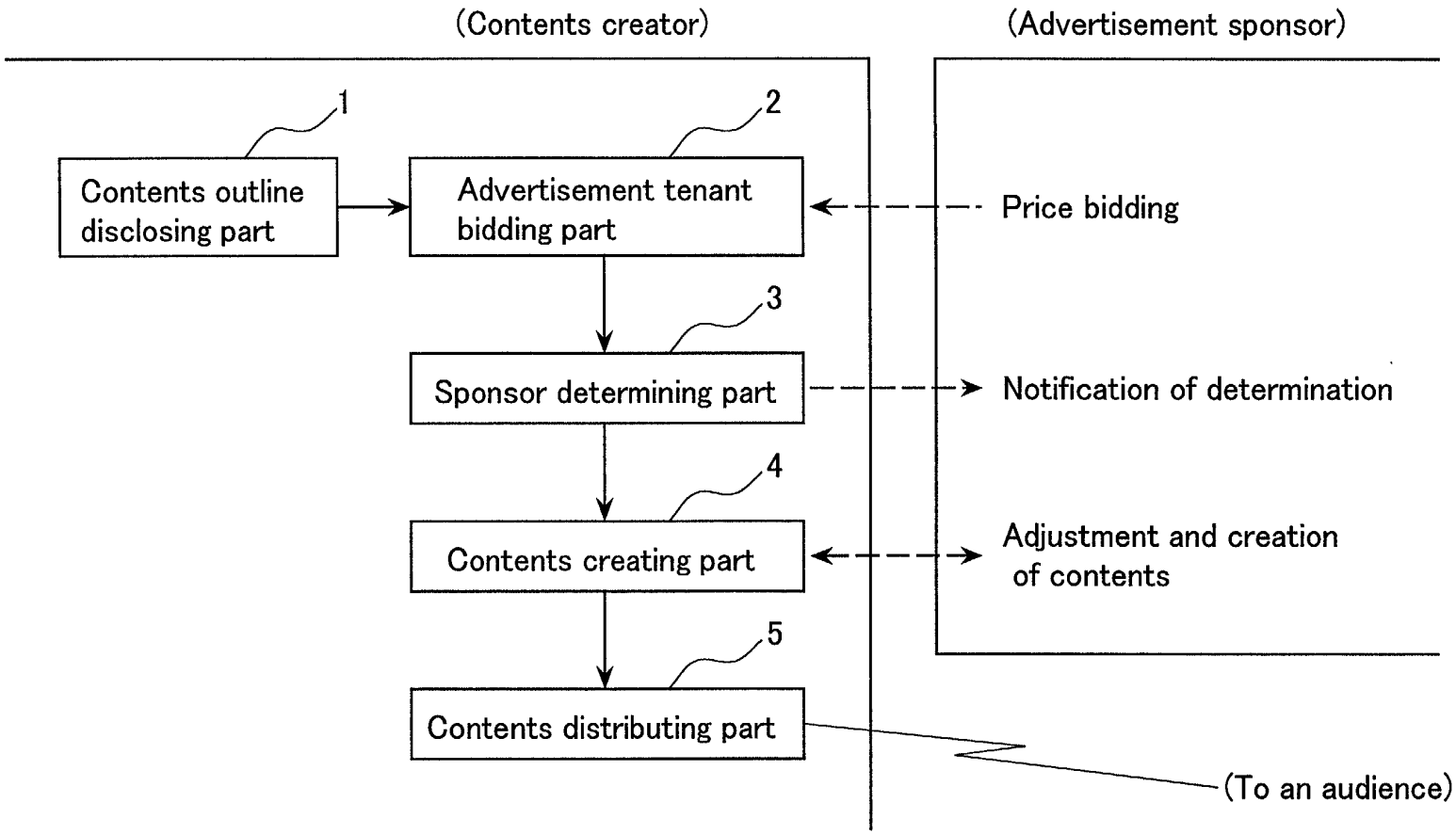
(Contents creator)
(Advertisement sponsor)
1
2
Contents outline disclosing part
Advertisement tenant bidding part
Price bidding
3
Sponsor determining part
Notification of determination
4
Contents creating part
Adjustment and creation of contents
5
Contents distributing part
(To an audience)

FIG. 1

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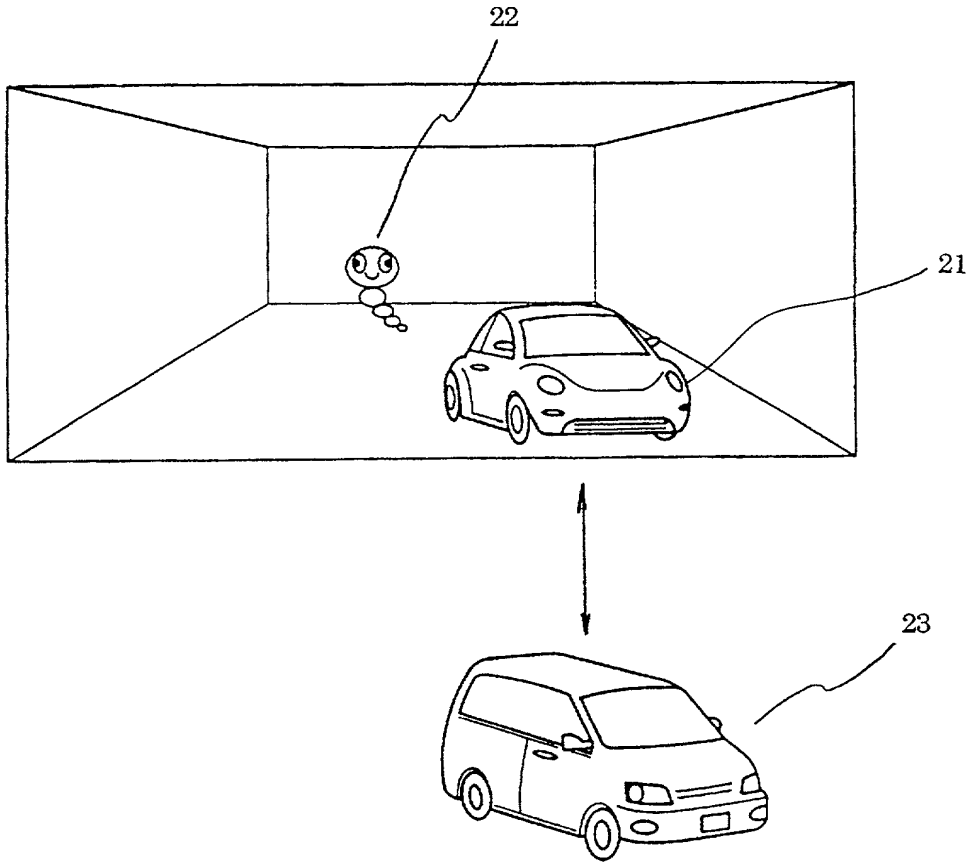

FIG. 2

Bidding date	Sponsor name	Bidding price (1,000yen)	Account number	Credit number	Payment method
2000/6/5	Sponsor A	1,000	XXX		Automatic debit
2000/6/7	Sponsor B	1,500		TTT	Credit
2000/6/11	Sponsor C	1,600	ZZZ		Automatic debit
2000/6/12	Sponsor B	1,700		TTT	Credit
2000/6/12	Sponsor D	1,750		VVV	Credit
2000/6/14	Sponsor C	1,800	ZZZ		Automatic debit
.. ..	.. ..	.. ..	.. ..	.. ..	.. ..

FIG. 3

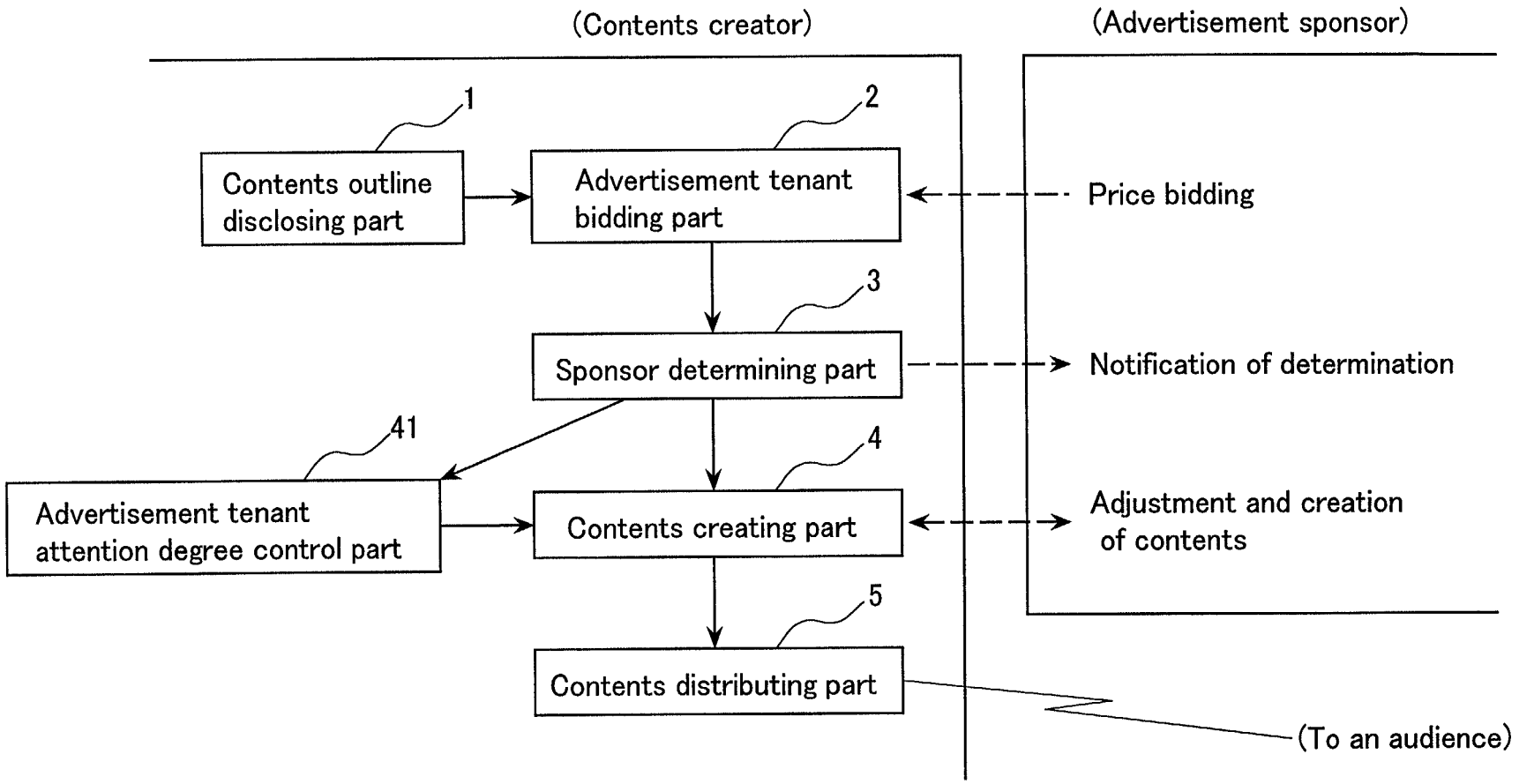
(Contents creator)
(Advertisement sponsor)
1
Contents outline disclosing part
2
Advertisement tenant bidding part
Price bidding
3
Sponsor determining part
Notification of determination
41
Advertisement tenant attention degree control part
4
Contents creating part
Adjustment and creation of contents
5
Contents distributing part
(To an audience)

FIG. 4

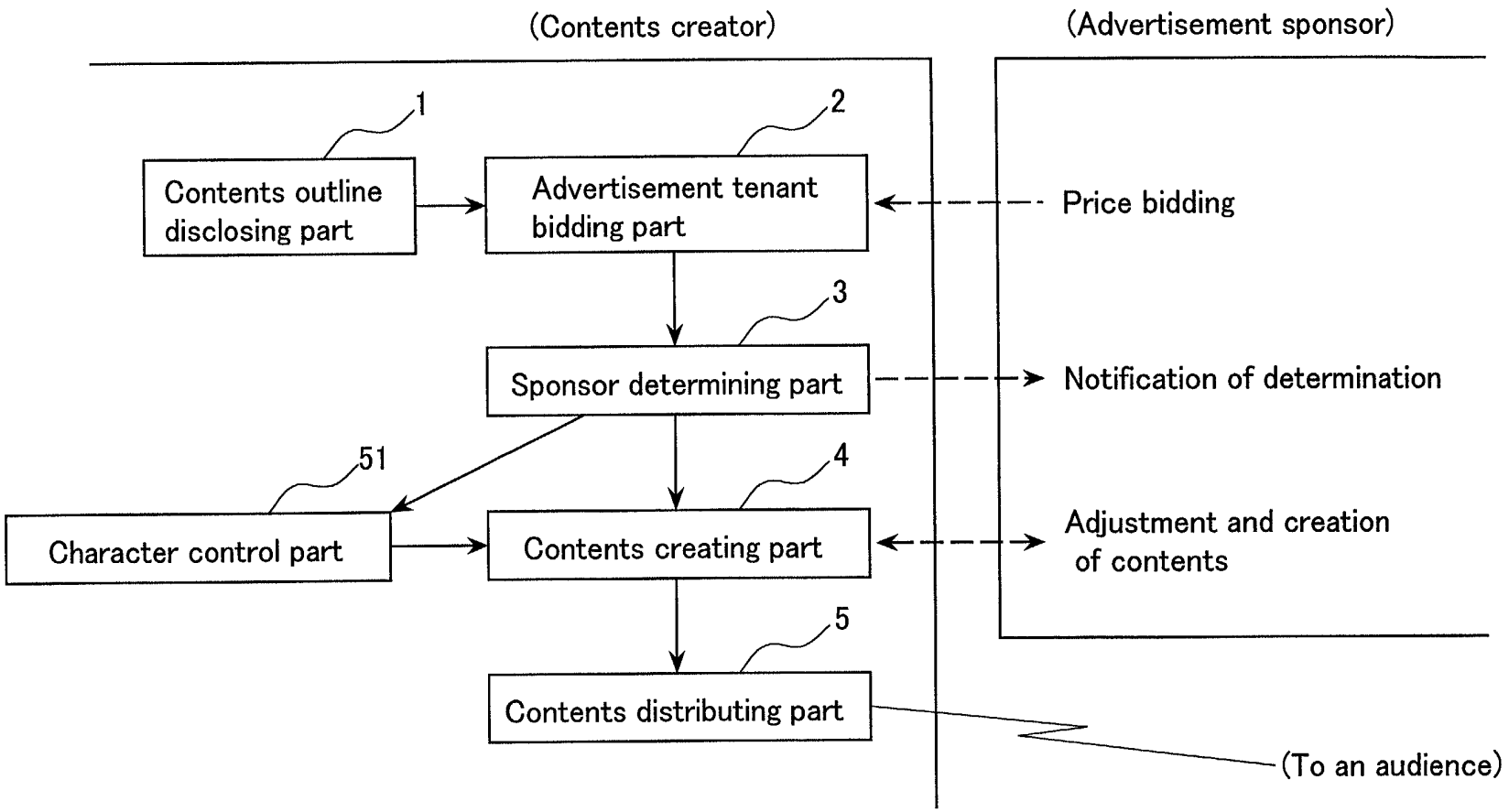
(Contents creator)
(Advertisement sponsor)
1
2
Contents outline disclosing part
Advertisement tenant bidding part
Price bidding
3
Sponsor determining part
Notification of determination
51
4
Character control part
Contents creating part
Adjustment and creation of contents
5
Contents distributing part
(To an audience)

FIG. 5

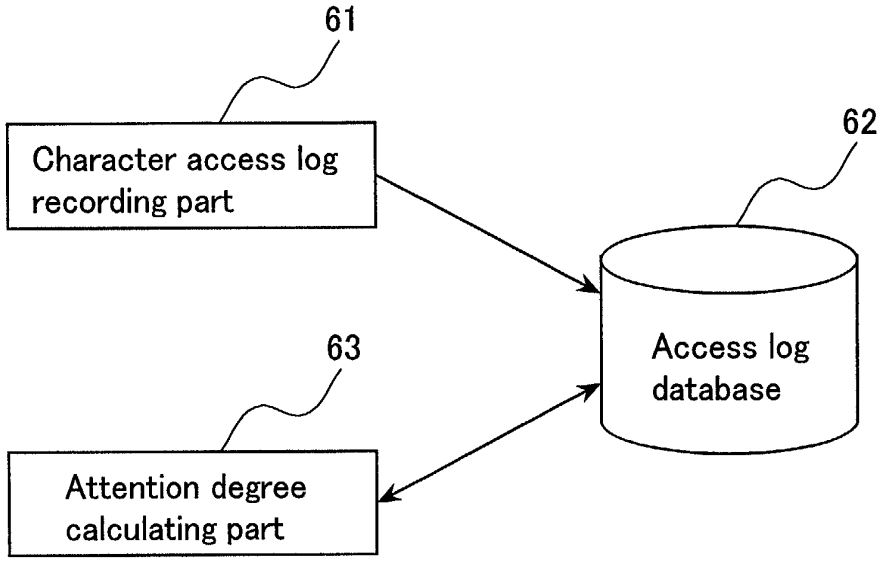
61
Character access log recording part
62
Access log database
63
Attention degree calculating part

FIG. 6

Character name	Access start time	Access end time	Access period	Character coordinate value	Closet advertisement tenant
Character A	OO:OO	OO:OO	OO:OO	(O,O,O)	Tenant A
Character B	OO:OO	OO:OO	OO:OO	(O,O,O)	Tenant B
Character A	OO:OO	OO:OO	OO:OO	(O,O,O)	Tenant A
Character C	OO:OO	OO:OO	OO:OO	(O,O,O)	Tenant C
Character A	OO:OO	OO:OO	OO:OO	(O,O,O)	Tenant D
Character B	OO:OO	OO:OO	OO:OO	(O,O,O)	Tenant B
.. ..	.. ..	.. ..	.. ..	.. ..	.. ..

FIG. 7

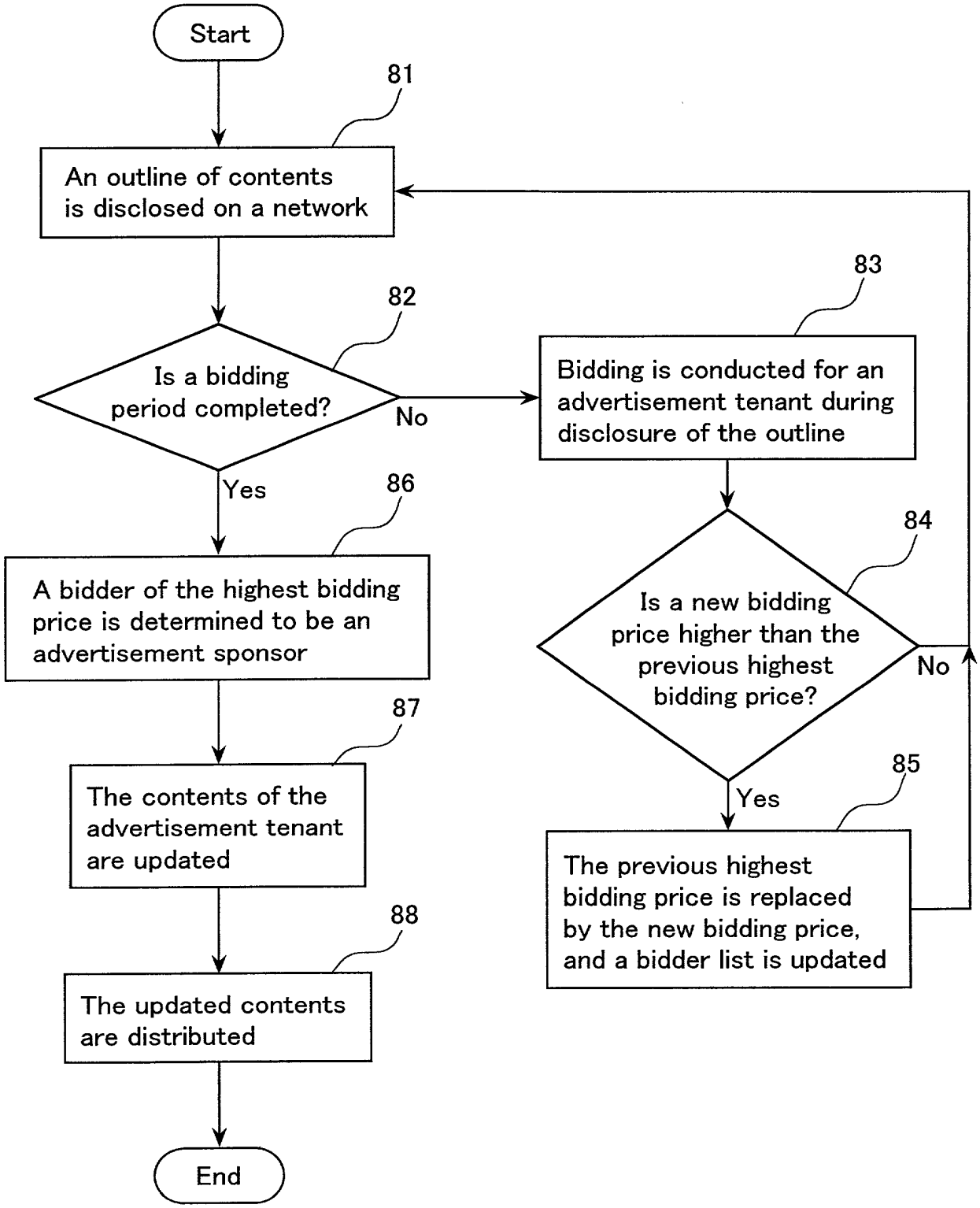
Start
81
An outline of contents is disclosed on a network
82
Is a bidding period completed?
No
Yes
83
Bidding is conducted for an advertisement tenant during disclosure of the outline
84
Is a new bidding price higher than the previous highest bidding price?
No
Yes
85
The previous highest bidding price is replaced by the new bidding price, and a bidder list is updated
86
A bidder of the highest bidding price is determined to be an advertisement sponsor
87
The contents of the advertisement tenant are updated
88
The updated contents are distributed
End

FIG. 8

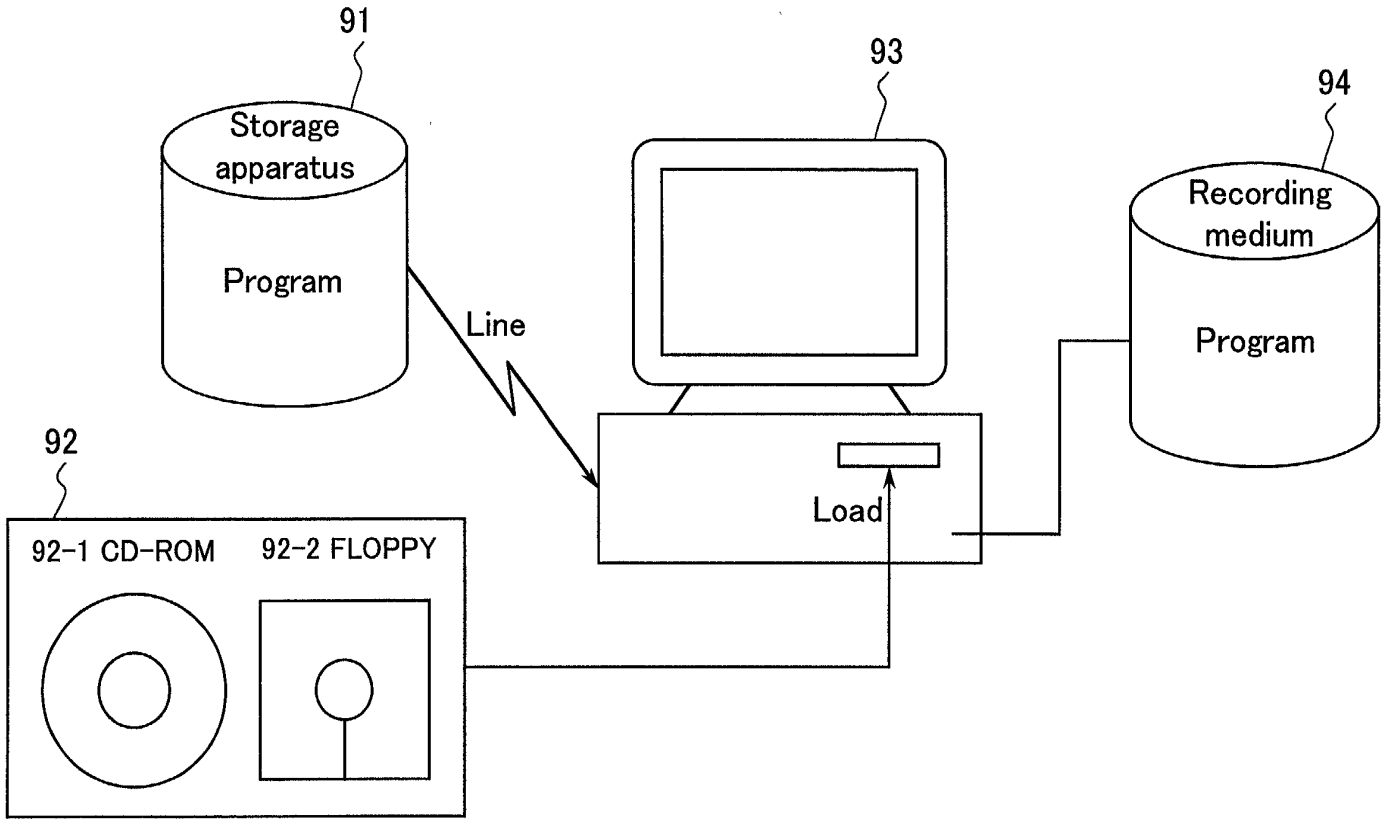
91
Storage apparatus
Program
Line
93
94
Recording medium
Program
92
92-1 CD-ROM
92-2 FLOPPY
Load

FIG . 9

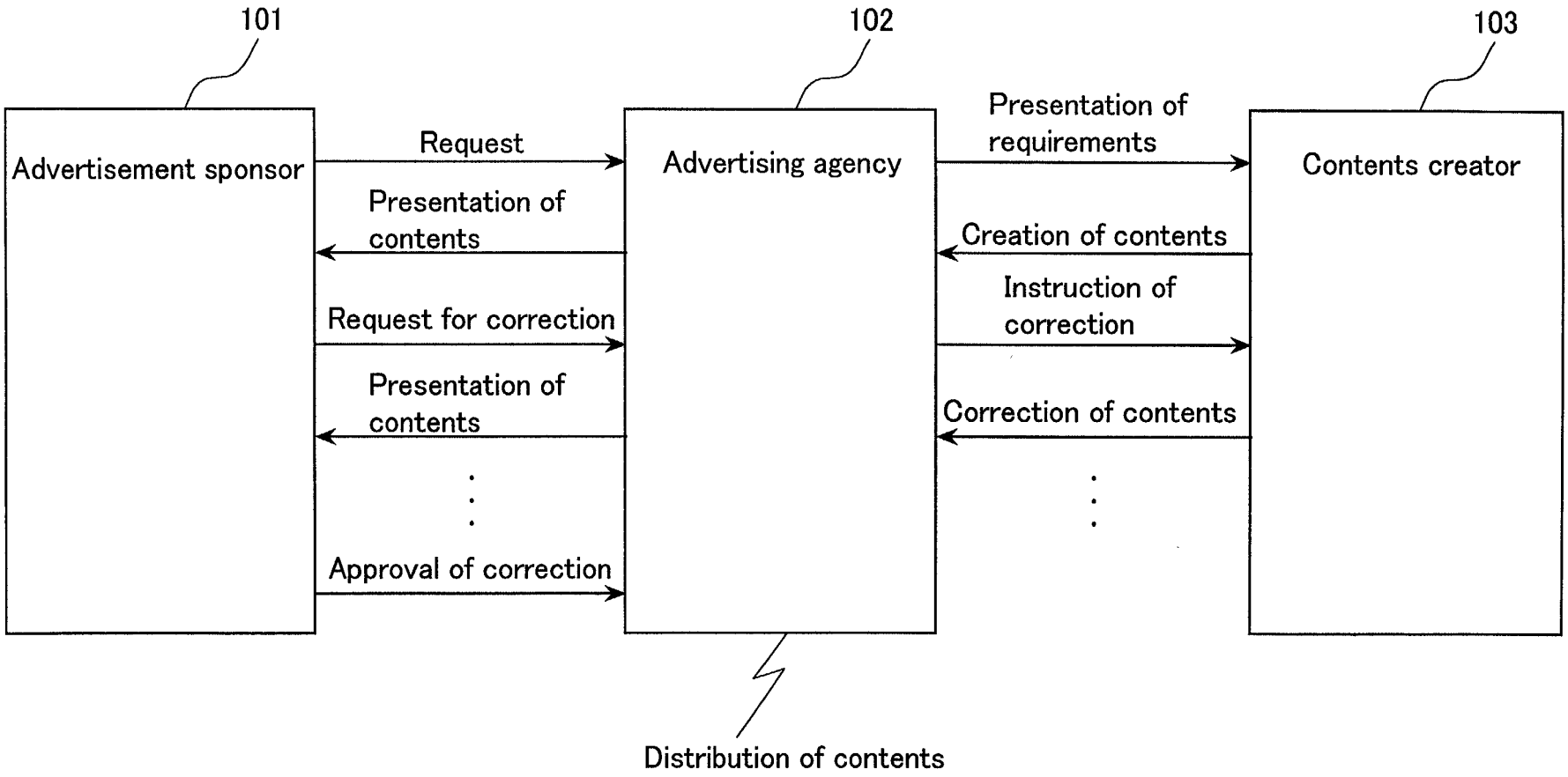
101
102
103
Advertisement sponsor
Advertising agency
Contents creator
Request
Presentation of contents
Request for correction
Presentation of contents
Approval of correction
Presentation of requirements
Creation of contents
Instruction of correction
Correction of contents
Distribution of contents

FIG. 10

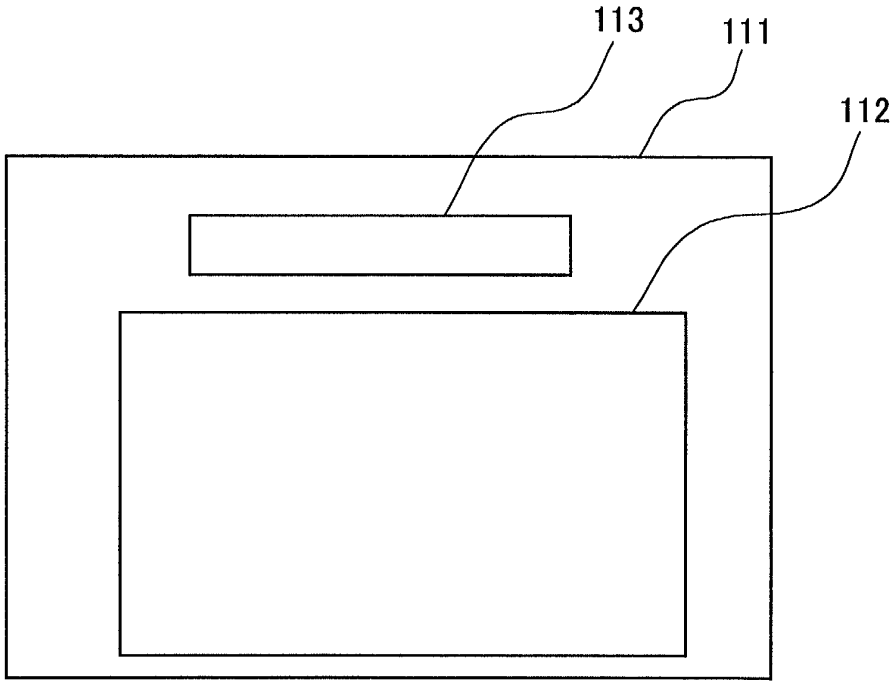

FIG. 11